



The Indian Economic Journal

JOURNAL OF THE INDIAN ECONOMIC ASSOCIATION

Volume - 8 • Special Issue • December 2023

**GENDER AND
DEVELOPMENT**





The Indian Economic Journal

One of the Oldest and fully Refereed Journals

Editor
Prof. Ravindra K Brahme

Associate Editors

Dr. Abhishek Kumar
Dr. K. Madhu Babu
Dr. Nameirakpam Taibangnganbi

The Journal, an organ of the Indian Economic Association aims at promoting scientific studies in Economic Theory, Growth and Structural change; Inequality and poverty; Employment and Labour market discrimination; Monetary Policy in India; Productivity and growth in the Indian Manufacturing; Trade and openness; Agriculture and Food Markets in India; Gender and Development and special session on Odisha Economy.



Editor
Prof. Ravindra K Brahme
General Secretary
Indian Economic Association
Professor and Head
School of Studies in Economics
Pt. Ravishankar Shukla University
Raipur, Chhattisgarh.
ravibrahme@gmail.com
Mobile : + 91 - 98271 10259

Published by:
THE INDIAN ECONOMIC ASSOCIATION

CONTENTS

1. Empowerment of women through SHG-Bank linkage programme in India: emerging issues and evidence
R. R. BIRADAR 01
2. Discrimination to dominance: The experiences of self-employed women entrepreneurs
ANNAPURNA DIXIT
ALOK KUMAR PANDEY 14
3. Role of self help groups in women empowerment in Nallasopara of Palghar District, Maharashtra
VEENA B
HARSHA H
M. ABDUL JAMAL 25
4. Gender gap in India: A myth or reality
Sutapa Ray
SUBRATA KUMAR RAY 36
5. Status of female workforce in informal GIG work in India
MOUSUMI DAS
DEEPALI DEBASMITA 42
6. Contribution of digital marketing in women empowerment
DEVI PRASAD DASH
ABHISHEK KUMAR
SANTOSH PANI
IPSEETA SATPATHY
BCM PATNAIK 55
7. Measuring the impact of Gender Equality on sustainable development: A study of India
A. LOGANATHAN
M. DILLIP ANAND 64
8. Empowering women educators: Assessing the digital readiness among the female teachers in the Government Schools.
MOHSIN KHAN
P V VIJAY KUMAR REDDY 73
9. Effectiveness of government spending on Gross Enrolment Ratio (GER) in India
PUJA AGARWAL
BENOY KUMAR LAL 80
10. Investigating the nexus between nutrition and female health
RUCHI KOHLI
ANU MITTAL
MANINDER KAUR 87
11. An analysis of higher education in India: Special reference to women access & equity
SURAJ WALIA
RITU KANG WALIA 95
12. Gender and Development
DHRUV KUMAR SINGH 103
13. Entrepreneurial motivation among women owned small businesses: An empirical analysis
ANIL KUMAR
ANGREJ SINGH RANA 108
14. "Gender Inequality Index in India"- An analysis
DHAKSHAYANI M. DONGRE 116
15. Women Empowerment led Nation Development with marked reference of Bihar
SANJAY KUMAR
APOORVA 124

50. Empirical estimation of an index for women empowerment
NAVITHA THIMMAIAH 422
51. An overview of issues and challenges faced by working women professionals in India
LALAN KUMAR RAI
RAJIV KUMAR RANJAN 432
52. Empowerment of unskilled women and Mahatma Gandhi National Rural Employment Guarantee Scheme in rural Bihar
RAUSHAN KUMAR SINGH 443
53. Role of EDP's in encouraging women empowerment:
A study in North Karnataka
VISHWANATH A. KHOT
RAGHAVENDRA HAJGOLKAR 455
54. Women Empowerment through women entrepreneurship- A study in Telangana State
RAJESH SADU
ANKASALA SAMBA SIVA RAO 462
55. Food intake, nutrition and women:
A study on Bagalkot District in Karnataka State
RAGHAVENDRA HAJGOLKAR
VISHWANATH A. KHOT 468
56. Relative status of women in India:
A measure of gender development
RAVIRANJAN KUMAR
RIKIL CHYRMANG
KISHLAY KIRTI 478
57. Impact of self help groups on women's health – A systematic review
RAVINDRA KUMAR B
JAYAMANGALA 486
58. The positive aspect of women empowerment
(A case study in pre-defined area of Bhopal city)
PRIYANKA RAJPUT 499
59. Role of education in the empowerment of dalit women in Bihar
AVINASH KUMAR 507
60. Women's Empowerment through Entrepreneurship
SUBHASH RAMKISAN TAKLE 512
61. Sukanya Samruddhi Yojana –
A case study of Bellari
SOBHA RANI .B 518
62. Women startups in India: Accelerators and Inhibitors
SHREE JYOTHI KOUTHU 521
63. Empowering the rural households through digital financial literacy: An empirical study on the impact on savings and investments
CHINTALA BALAJI
VIJAY KUMAR REDDY PRODHUTURI ... 533
64. Women education in India: An empirical study
LAKSHMI CHATTERJEE
ASHOK KUMAR 542
65. From idea to enterprise: Women entrepreneurs and stand-up India Scheme
ANUPAM KUMARI
MRIDULA KUMARI 551
66. Impact of self-help groups on economic empowerment of women in Bihar
SUMAN KUMARI
SOURAV KUMAR 559

Women startups in India: Accelerators and Inhibitors

Shree Jyothi Koutha

ABSTRACT

India is making a mark for itself in the global startup arena with a good number of startups incorporated and being incorporated. The startup ecosystem in India is active in various industrial domains helped by the abundant skill available in the country. However, the space is dominated entirely by male entrepreneurs with women entrepreneurship at its nascent stage. Gender diversity is critical for bringing in innovations and participation of male and female workforce brings economic stability. Though the numbers and sectors covered by women entrepreneurs look decent, the reality is marked with gender discrimination and lack of adequate support and space for women to exhibit and exploit their potential to fullest extent. This paper attempts to investigate various factors impacting women entrepreneurship and arrives at a framework for the women to be successful as entrepreneurs. Gender neutralizing factors are very critical for efficient participation of the women in the entrepreneurial world and provide required workforce diversity, innovational scope and cultural diversity to the ecosystem.

Key Words: Startups, entrepreneurship, Secondary data, gender neutralizing, internal, external factors

INTRODUCTION

India has been traditionally a country where women were conservative and have been confined to homes as home makers, taking bigger role in raising kids and taking care of family. However, since last century women have overcome the barriers, some of them self-imposed as well as those set by the families and society, to take part in the economic progress of self and their families though this has been restricted to small business based on household activities. Modern education especially with larger participation of women in the enrollment of science and engineering courses has changed the way Indian women looked at exploiting business opportunities.

Drucker (1964) defined an entrepreneur as someone who makes the most of a situation. According to a report, published by the United Nations in 2020, in India, women constitute 43% of all graduates in STEM fields which is the highest in the world. However, it also highlights that women constitute only a small number of 14% of 280,000 engineers, scientists, and technologists employed in research institutions across the country. This indicates high level of inactive women having potential to contribute to economic progress.

Need for women entrepreneurs.

According to APJ Abdul Kalam, Empowerment of women leads to development of a good family, good society and a good nation. There is need for increased levels of female entrepreneurial activity increasing the quality of entrepreneurship by enabling greater diversity, both in terms of gender and with regard to processes, products, management and targeted markets. Jennings & Brush, (2013) has established that the focus of the business is less on economic goals compared to social goals when led by women. Hanson (2009) has also put forward similar argument that female entrepreneurs help in achieving social goals through their business and cascading the benefits to the relevant regional community. It is essential for any industrial ecosystems to effectively use both the male and female workforce to deliver their full potential.

Assistant Professor, Department of Finance, Institute of Public Enterprise, Hyderabad, Telangana, India

Women through their entrepreneurship are changing their lives along with others. However, the author observes that this change cannot happen unless governmental and non-governmental support systems exist for building women's skills, confidence, and business networks.

Dhameja et al., (2000) have set the basic feature of women entrepreneurship in India as involvement of young women. Patole, M., & Ruthven, O., (2002) identified women owning business with diverse educational background. Vinze, M. D., (1987) observed that the majority of women who are into business come from humble income backgrounds. Gupta, (2013) observed that women preferred service sector for their business. Charania, (2005) analyzed transformation of women from small businesses to their emergence as techpreneurs.

Women entrepreneurship: Current status in India.

According to the Global Gender Gap Report 2023 of World Economic Forum, India ranks 149 among all countries when measured on the parameters of participation in economic opportunities, educational achievement, health and survival, and political empowerment. India scores very low on economic participation and ranks 127th overall,

India fares poorly in indexes of entrepreneurship and is ranked 57 among 65 countries in the 2021 MasterCard Index of Women Entrepreneurs. It is ahead of Iran, Egypt, and Bangladesh but behind Tunisia. The index is based on parameters of financial access, advancement outcomes, and ease of doing business.

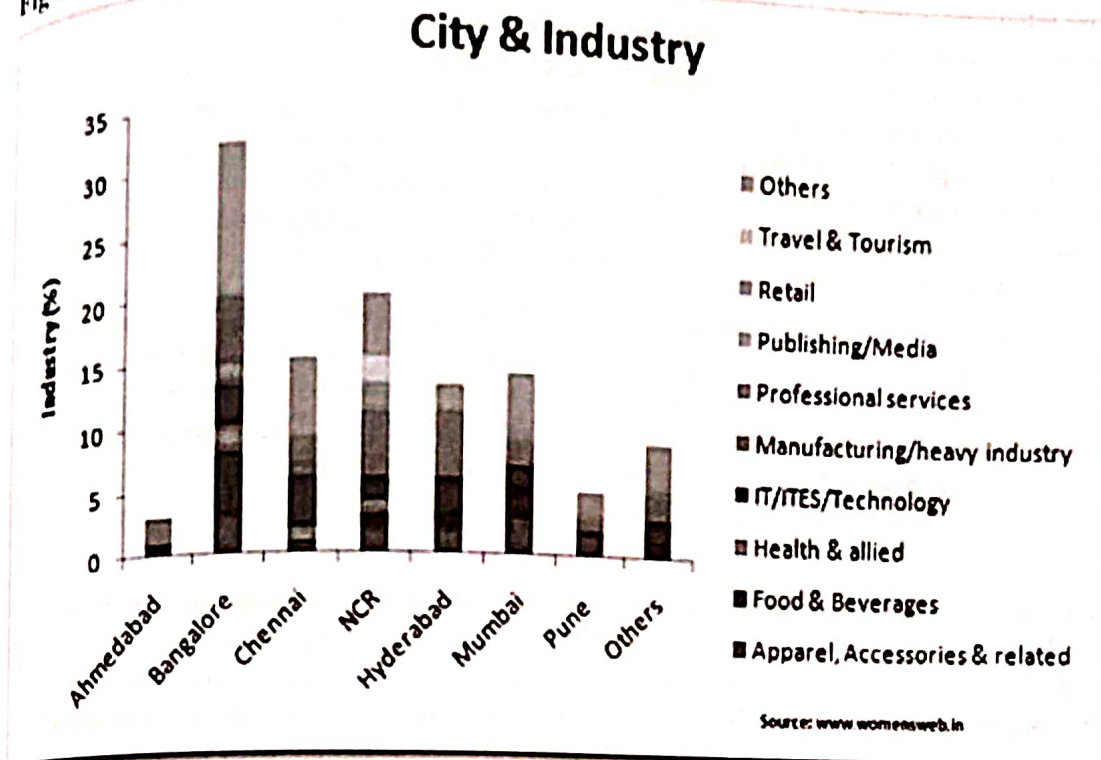
Women led business constitute around 20.37% in the MSME industry in India representing an employment of about 23.3 per cent of the work force. In absolute numbers it translates to around 13.5 businesses hiring between 22 and 27 million individuals.

Tracxn report estimates in India that around 18% of all funded startups are women-funded start-ups. The funding has been growing steadily during the past decade with 42 per cent yoy growth 2021 amounting to \$4.9 billion worth of capital. During the post pandemic meltdown funding activity declined by 12 per cent to \$4.3 billion in 2022. India witnessed an impressive growth in the startups established in emerging locations. The report also said that startups with women leaders raised 17% of investment deals.

According to Resurgent India report

1. About 58% of women entrepreneurs are in the age bracket of 20 to 30 when they initiated the startup
2. Around 73% of women reported revenue under Rs 1million in a financial year.
3. More than 50% of women entrepreneurs started alone without any other member.
4. Around 35% of women entrepreneurs had a co-founder.

Fig 1 City wise industry of women entrepreneurs



Source: womenweb.in

OBJECTIVE OF THE STUDY

The study is aimed with the following objectives.

1. study the landscape of women entrepreneurs in India.
2. study the factors impacting women entrepreneurship.
3. study the startup eco system in India.
4. depict a framework for the success of women as an entrepreneur.

METHODOLOGY

This research work is based on the secondary data available in various public domains and a theoretical approach has been adopted to build the case. The study is descriptive in nature relying on the current studies available along with the data and interpreting the same to build a model for the success of women as entrepreneur.

LITERATURE REVIEW

Prakash, Goyal (2011) reasoned why women are becoming successful entrepreneurs and identified that education, support from the family, successful stories of other family members etc.,. Women come across lot of issues like family obligations and commitments, lack of motivational support and self-confidence. Also, archaic social outlook was a de-motivator for many women to enter entrepreneurship.

Chinmayee Sahoo (2020) has detailed the characteristics of a woman entrepreneur in India. They manage the entire business, preparing plans and executing them under their supervision and control. They take calculated risks while facing uncertainty with confidence. She must arrange capital expecting good returns. The author also studied the multiple factors responsible for women to become entrepreneurs and identifies them as ability to do multitasking, risk taking capabilities, government support through various schemes etc.

Vijayakumar, and Jayachitra (2013)'s study found that one of the most encouraged and significant concepts across the globe is women entrepreneurship as it helps women stand on the same pedestal as men overcoming the economic challenges. The authors observed that women entrepreneurs need to display qualities and skills to meet the challenging and ever-changing trends of international markets. The women must be adaptable and proficient to survive and sustain in the competitive world. There is also emphasis on the requirement of support from the government. However, it is disheartening to observe that the benefits have reached only a small section of women. These development activities helped the urban middle class women, who represent small fraction of women entrepreneurs and did not percolate to the women from lower sections and from smaller towns and rural areas.

Babu (2015) discusses that as India's startup scene is encouraging and attracting more women entrepreneurs, global investors are increasingly raising funds for new women startups. It is also observed that business trends are also changing as women are more into manufacturing, technology and export. Another important factor driving women entrepreneurship is the Digital media as it offers a platform for them to express and exploit their talent and skills. It was also found that most of the women raising funds are concentrated in the metro cities revealing the lack of women-centric avenues in smaller cities and towns.

Pragalbh Sharma (2020) has observed that some women take up entrepreneurship as they believe it is in their blood i.e., in case of family business with the motivation of expanding and diversifying their already existing business. Also, some other motivators are self-fulfillment, financial and monetary compulsions apart from compulsions arising from the absence of any other family member effectively leading the business. The author also highlighted challenges faced by women entrepreneurs in terms of running the business. The challenges manifest in the form of gender related issues where they face bias and preset perceptions about her attitude behavior and approach towards the business, marketing problems and financial problems.

Sapna Manshani & Anjana Dubey (2017) studied and analyzed the role of women startups in economic development. They analyzed various factors responsible for female entrepreneurship. They also studied schemes offered through startup India, stand-up India schemes for women entrepreneurs and the challenges they face.

Viinikainen et al., (2017) stated that successful entrepreneurship is characterized by exploitation of opportunities and quick investment decision-making during market uncertainty.

From the literature review the factors affecting the women entrepreneurs can be summarized as below

Fig 2: Factors impacting the women to be entrepreneurs.

Internal factors	Education/skills
	Self confidence
	Risk taking/adaptability
External factors	Financial/economical needs
	Opportunities
	Socio-cultural
Support Factors	Training/mentoring
	Fanatical incentives
	Marketing support
	Regulatory relaxations

Source: Author's compilation

Startup Eco system in India:

Simply defined, a startup ecosystem is the environment in which a startup entity is being set up. India has the 3rd largest startup ecosystem in the world, witnessing YoY growth of 12-15%.

'Startup India initiative' was launched on 16th January 2016 by the government aiming an ecosystem strong enough for nurturing India's startup culture to drive economic growth, support entrepreneurship, and increased employment opportunities. It is aimed to assist in strengthening women entrepreneurship, through policies and initiatives, and creation of enabling networks.

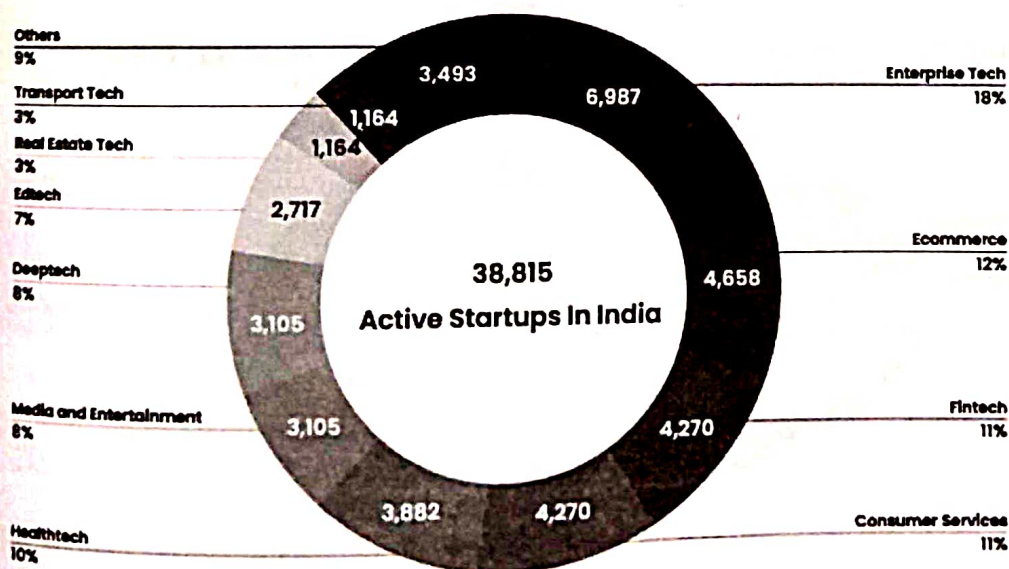
Department for Promotion of Industry and Internal Trade (DPIIT), under the initiative of Startup India, recognizes the entities as startups as per eligibility conditions. As per the statistics available as on 31st December 2022, DPIIT recognized a total of 86,713 startups in over 660 districts. It is heartening to know that every State and UT of the country boasts of at least one startup with over 46% of them have at-least one-woman director.

India has witnessed a grown of 225 times in its startups since the launch of the Startup India programme. The country has 99,371 startups (as on May 14, 2023) with at least one startup in each of the 36 States/UTs. India boasts of more than 100 Unicorns and 23 of them emerged in 2022 itself. Jobs generated by startup stood at a total of 8.93 lakh till December 2022.

The success story of the startups in India can be attributed to the following.

1. Availability of large talent pool
2. Favorable regulatory environment
3. Startup ecosystems encouraged/built by large corporations.

Fig 3 Sector wise distribution of startups in India

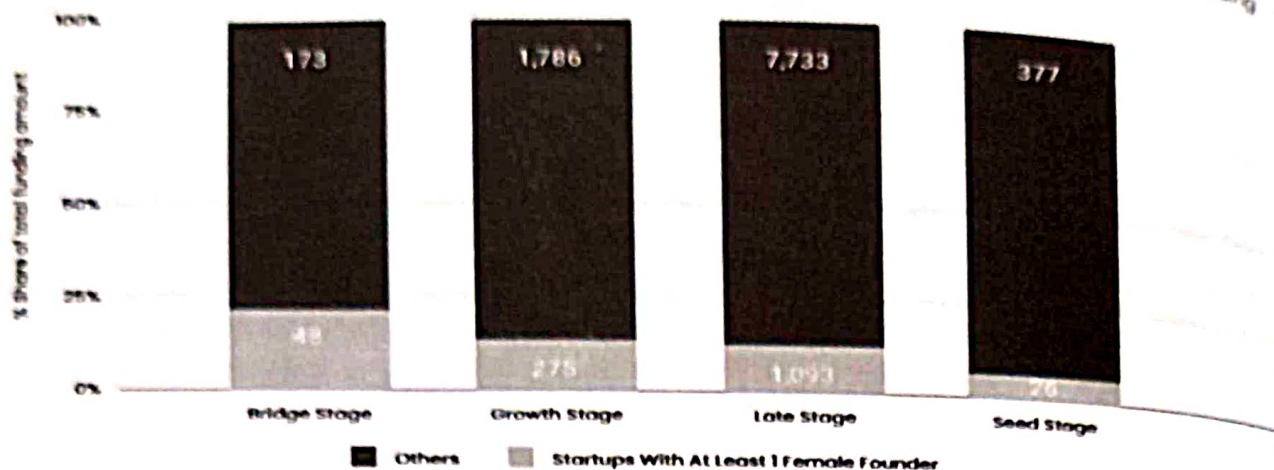


Source: The state of Indian startup Ecosystem Report 2021 INC 4Plus

The gender disparity is very much evident in startup fund raising.

Fig 4: Gender wise funding at various stages of business

Startups with at least one female founder raised only a mere \$1.4 Bn or 13% out of the total \$11.5 Bn funding in CY2020



Note: Numbers mentioned inside the bars are in \$Mn.

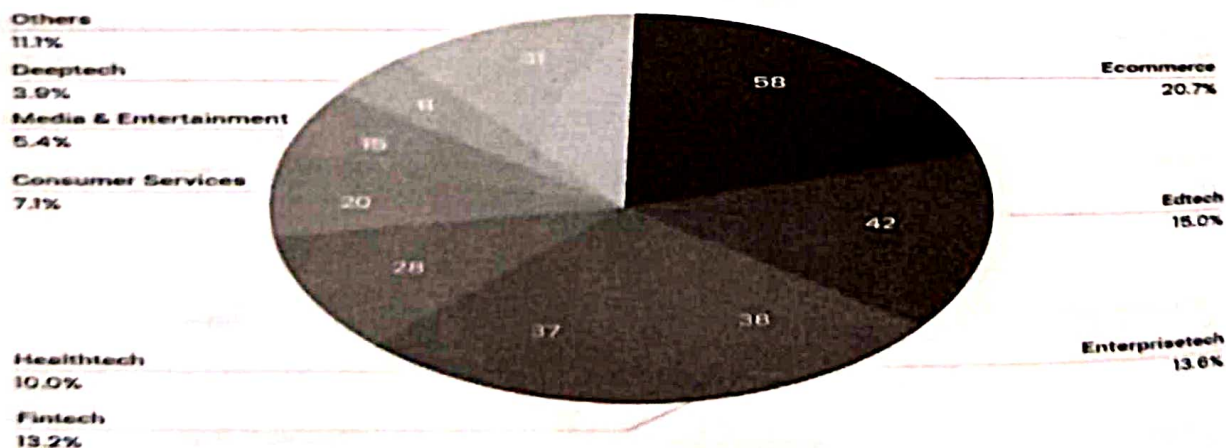
Source: The state of Indian startup Ecosystem Report 2021 by NEDO INC 4Plus

We can find that women are active in the sectors of education, ecommerce, healthtech and fintech which are traditionally the strong holds areas for women as employees and other work force. The women seem to continue to invest in their strengths rather than venturing out into new technologies like deep tech which may be a game changer.

Fig 5 Sectorwise distribution of startups by women

Ecommerce Has Most Number Of Unique Startups With Female Founders

Edtech, Enterprise Tech, Fintech Among The More Gender-Diverse Sectors

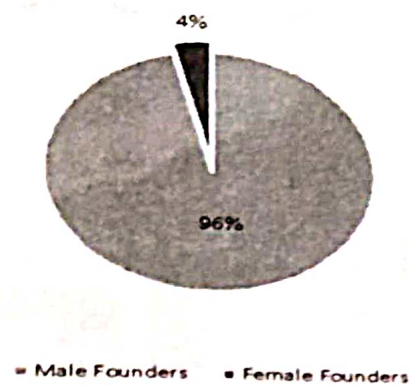


Note: Survey of 280 unique funded startups with at least one female founder

Inc4Plus

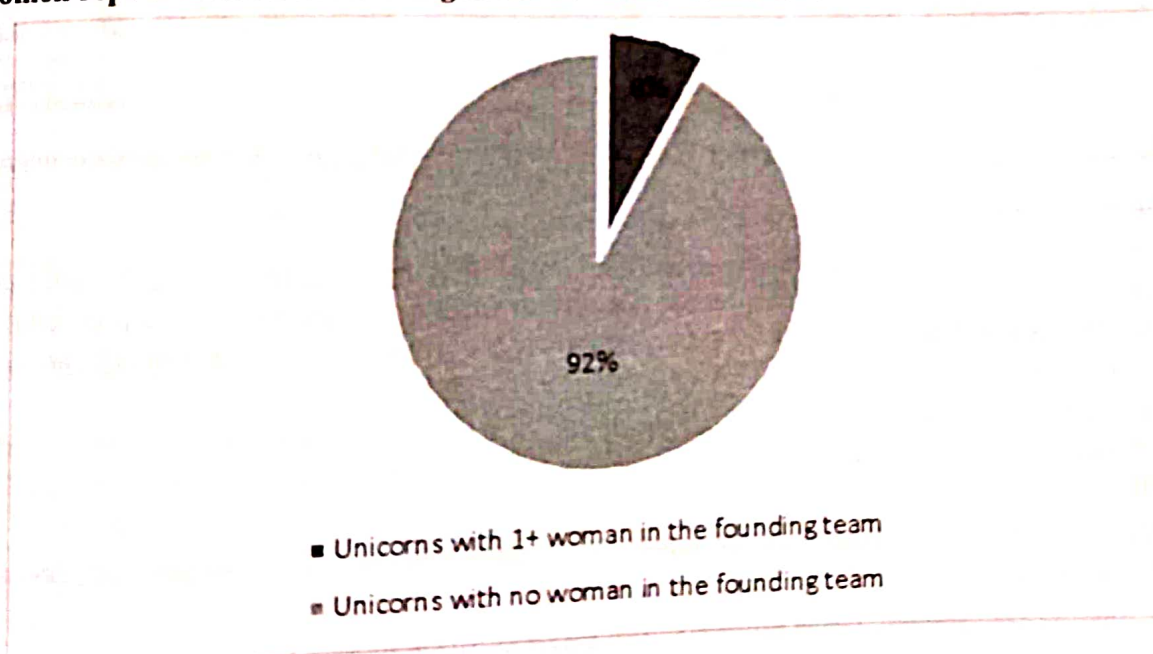
Source: The state of Indian startup Ecosystem Report 2022 INC 4Plus

Fig 6: Gender wise founders of Unicorns in India



Source Tracxn 2021

Fig 7: Women representation in founding members in India unicorns

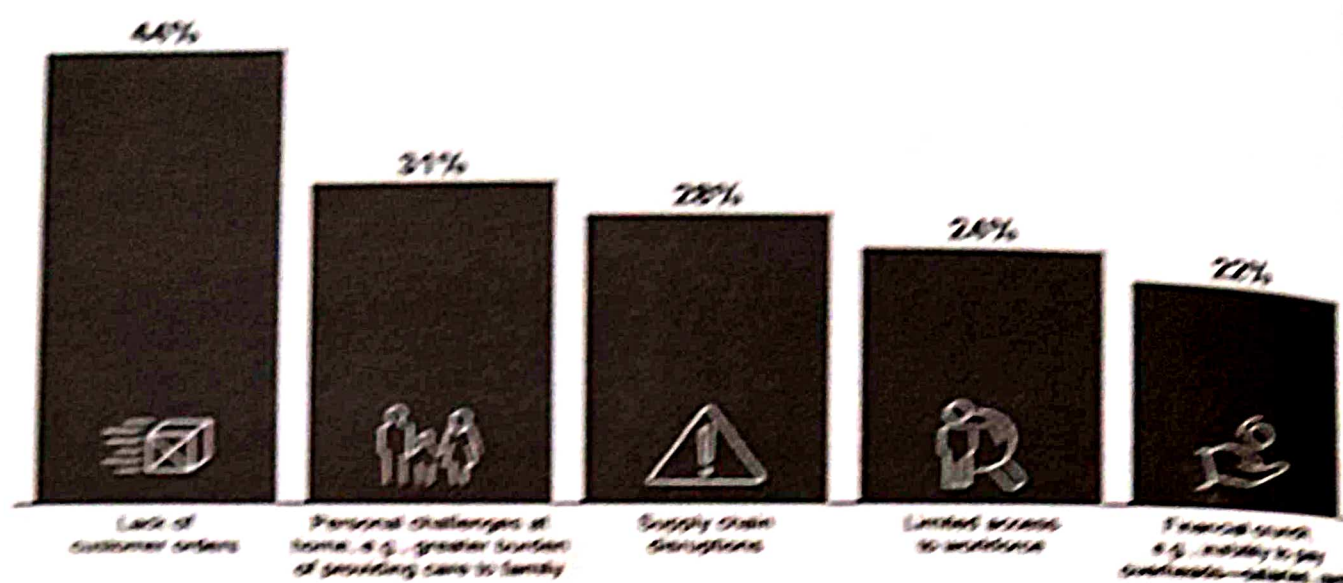


Source: Tracxn 2021

Some of the challenges faced by women entrepreneurs can be represented as

Fig 8 Challenges faced by women entrepreneurs.

Mixed customer demand and added domestic responsibilities have been the top challenges faced by women entrepreneurs



Source: Interaction with urban women entrepreneurs: Impact of Covid-19 on Women Entrepreneurs Survey conducted by NRI Foundation, July 2020 (n=100). Sample asked: What are your top challenges today? (One response)

Source: Reemergent India report 2021.

From the above we can say that women face lot of bias in the startup world in India in terms of support they get from various ends. Gender inequality is persisting despite education and technological advancement and the perception about women entrepreneurs with regards to marketing and product mobility is still negative hampering the progress of business units.

However, to overcome the pitfalls and in support of women entrepreneurs, government of India has initiated many schemes and ways to enhance their participation and to motivate them run the business units.

Some of the support factors are common to all entrepreneurs and some are designed for women entrepreneurs.

- Intellectual property rights protection and faster registration of patents.
- Free legal advice along with facilitation centers supporting small business to help them with compliance requirements.
- Relaxation in the procurement norms to help startups compete with established businesses.
- A tax holiday of 3 Years
- Exemption on long-term capital gains
- Exemption on investments above FMV
- Tax exemption under section 54G(2)
- Set-off of Carry Forward Losses Allowed

List of startup schemes by the Indian government

Under Ministry of Electronics and Information Technology (MeitY)

1. Support for International Patent Protection in Electronics & Information Technology (SIP-EIT)
2. Multiplier Grants Scheme (MGS)

3. Software Technology Park (STP) Scheme
4. Electronic Development Fund (EDF) Policy
5. Modified Special Incentive Package Scheme (M-SIPS)
6. Scheme to Support IPR Awareness Seminars/Workshops in E&IT Sector
- Under Ministry of Agriculture and Farmers Welfare**
7. NewGen Innovation and Entrepreneurship Development Centre (NewGen IEDC)
8. The Venture Capital Assistance Scheme
- Under Ministry of Micro, Small and Medium Enterprises (MSME)**
9. Credit Guarantee
10. Performance & Credit Rating Scheme
11. Raw Material Assistance
12. Revamped Scheme of Fund for Regeneration of Traditional
13. Single Point Registration Scheme (SPRS)
14. Aspire – Scheme for promotion of innovation, entrepreneurship, and agro-industry
15. Infrastructure Development Scheme
16. MSME Market Development Assistance
17. National Awards (Individual MSEs)
18. Coir Udyami Yojana
19. International Cooperation (IC) Scheme
20. Credit Linked Capital Subsidy for Technology Upgradation
21. Bank Credit Facilitation Scheme
- Under NITI Aayog**
22. Atal Incubation Centres (AIC)
23. Atal Tinkering Laboratories (ATL)
24. Scale-up Support to Establishing Incubation Centres
- Under Ministry of Skill Development and Entrepreneurship**
25. Udaan Training Programme for Unemployed Youth of J&K
- Under Ministry of Heavy Industries & Public Enterprises**
26. Enhancement of Competitiveness in the Indian Capital Goods Sector
- Under Ministry of New and Renewable Energy (MNRE)**
27. National Clean Energy Fund (NCEF) Refinance
28. IREDA Scheme for Discounting Energy Bills
29. Bridge Loan against MNRE Capital Subsidy
30. Bridge Loan against Generation-Based Incentive (GBI) Claims
31. Loan for Rooftop Solar PV Power Projects
32. Credit Enhancement Guarantee Scheme
- Under Schemes by Public Sector Enterprises**

33. Dairy Entrepreneurship Development Scheme
34. 4E (End to End Energy Efficiency)
35. Pradhan Mantri Mudra Yojana (PMMY)
36. Stand Up India
37. Sustainable Finance Scheme
38. SIDBI Make in India Soft Loan Fund for Micro Small and Medium Enterprises (SMILE)
39. Startup Assistance Scheme
40. Growth Capital and Equity Assistance

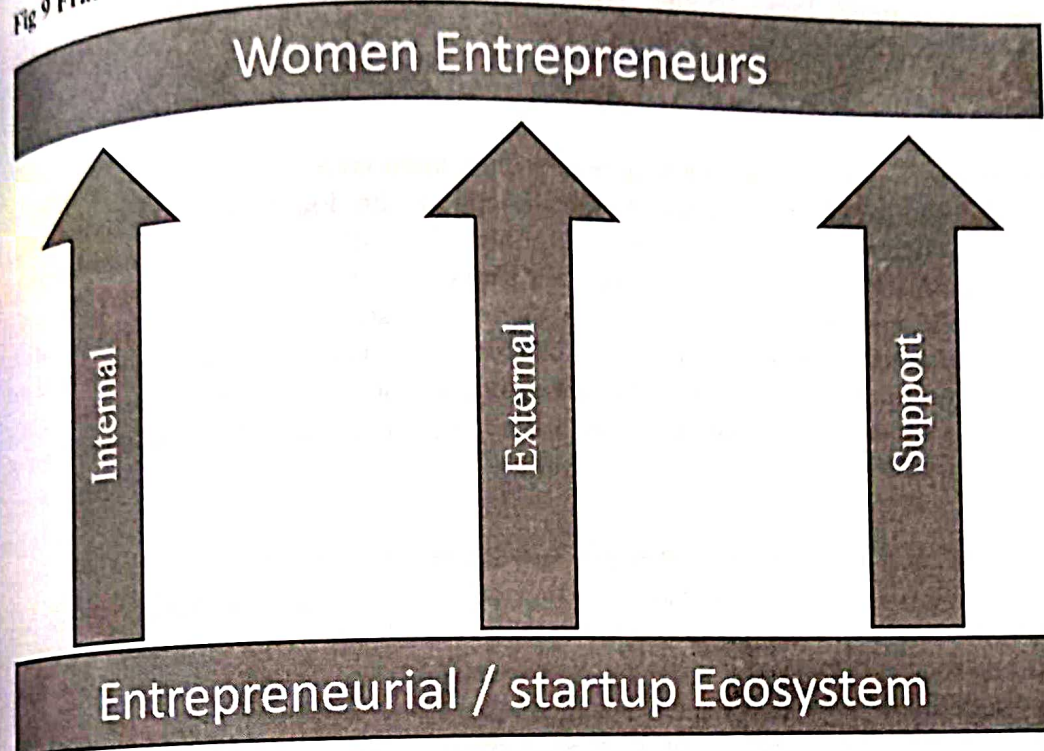
Under Ministry of Science & Technology

41. Assistance to Professional Bodies & Seminars/Symposia
42. Ayurvedic Biology Program
43. Industry Relevant R&D
44. High Risk-High Reward Research
45. Technology Development Programme (TDP)
46. National Science & Technology Management Information System (NSTMIS)
47. Biotechnology Industry Partnership Programme (BIPP)
48. Industry Innovation Programme on Medical Electronics (IIPME)
49. Extra Mural Research Funding
50. SPARSH (Social Innovation programme for Products: Affordable & Relevant to Societal He
51. Promoting Innovations in Individuals, Startups and MSMEs (PRISM)
52. Science and Technology of Yoga and Meditation (SATYAM)
53. Rapid Grant for Young Investigator (RGYI)
54. Biotechnology Ignition Grant (BIG)

ANALYSIS AND INTERPRETATION:

After detailed study about the women entrepreneurial landscape, factors impacting entrepreneurship and startup ecosystem in India, a conceptual framework are arrived at as per Fig 1. As explained earlier, the internal and external factors drive women towards entrepreneurship when these factors are supplemented with support factors, a woman entrepreneur is born.

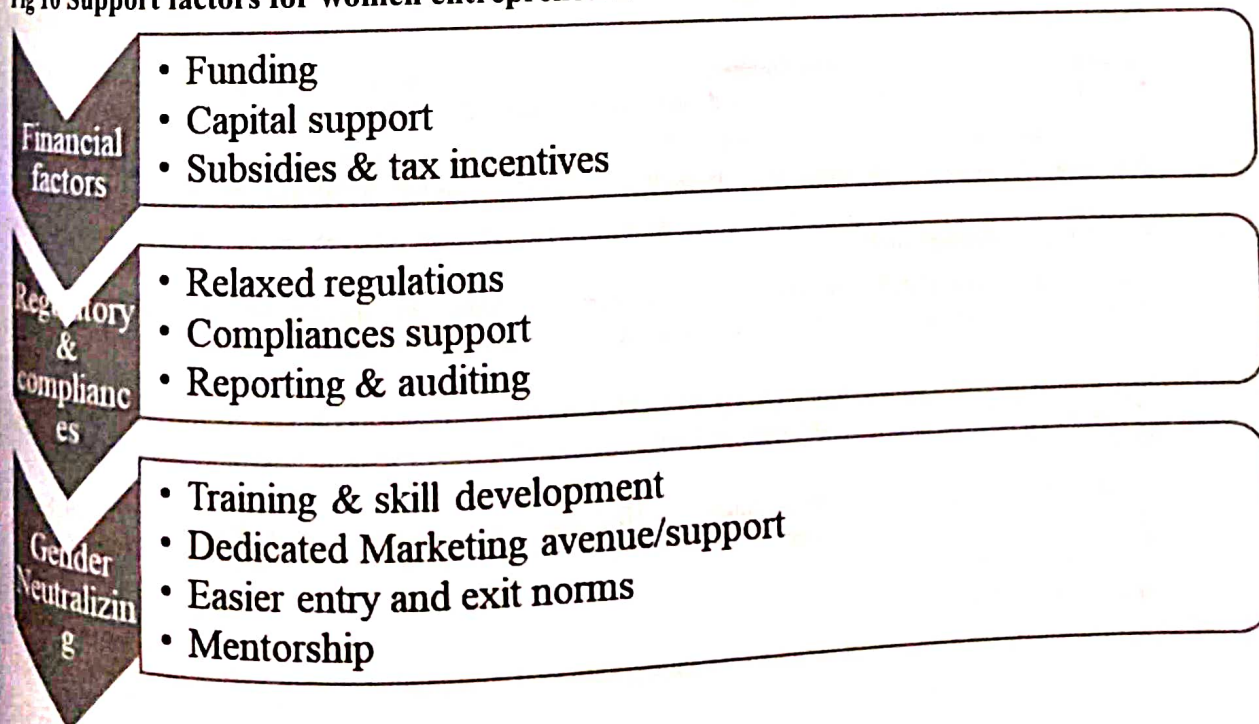
Fig 9 Framework of factors leading to women entrepreneurship.



Source: Author's compilation

The support factors can be further classified as under financial factors, regulatory and compliances factors and gender neutralizing factors.

Fig 10 Support factors for women entrepreneurs



Source Author's compilation

Here, the first two factors i.e financial and regulatory factors are common, and every entrepreneur should be incentivized through these factors. The third factor Gender Neutralizing factor is very critical for the women entrepreneurs to achieve a level playing field and compete successfully in the ecosystem and in global markets.

CONCLUSION

The women entrepreneurship has come up a long way with women taking active interest in setting up of businesses based on household requirement to cutting edge technologies. There are many factors influencing the path of women entrepreneurs and they must face lot of barriers before establishing themselves in the corporate and business world. The government of India is playing a very active role in shaping the future of women entrepreneurs with lot of encouragement and support in various forms. Government is scheming to develop the spirit of entrepreneurship right at grass root level and in the smaller towns and rural areas in India. Women entrepreneurs are all set to shine and make a mark for themselves in Indian and global economy provided gender-based discrimination erased at the earliest.

REFERENCES

1. Drucker, P. F; The Big Power of Little Ideas. Harvard Business Review, 42(3), 6. 1964
2. Dhameja, S. K; Women Entrepreneurs: Opportunities, performance and problems. India: Deep and Deep Publications. 2002
3. Patole, M., & Ruthven, O; Metro moneylenders—Microcredit providers for Delhi's poor. Small Enterprise Development, 13(2), 36-45. 2002
4. Vinze, M. D; Women Entrepreneurs in India: A Socio-Economic Study of Delhi, 1975-85. India: Mittal Publications. 1987
5. Gupta, D. D; The effect of gender on women-led small enterprises: The case of India. South Asian Journal of Business and Management Cases, 2(1), 61-75. 2013
6. Charantimath, P. M; Entrepreneurship Development and Small Business Enterprise. India: Pearson Education. 2005
7. J E Jennings and CG Brush "Research on Women Entrepreneurs: Challenges to (and from) the Broader Entrepreneurship Literature" The Academy of Management Annals Volume 7 – Issue 1 pages 683-715
8. Hanson "Changing Places Through Women's Entrepreneurship" Economic Geography Volume 85, Issue 3 July 2009 Pages 245-267
9. Prakash, Goyal (2011) "Women Entrepreneurship in India: Problem and Prospects". International Journal of Multidisciplinary Research Vol.1 Issue 5, September 2011, ISSN 2231 5780
10. Vijayakumar, and jayachitra (2013) "Women Entrepreneurs in India: Emerging issues and challenges". International Journal of Development Research Vol. 3, Issue, 04, pp. 012-017, April 2013, ISSN: 2230-9926.
11. Pragalb Sharma (2020) "Women entrepreneurship in India: The socio-economic context" Material Today Proceeding September 2020
12. Chinmayee Sahoo (2020) "Women Entrepreneurship in India: An Insight into Problems, Prospects and Development" International Journal of Engineering Research & Technology (IJERT) Vol. 9 Issue 09, September-2020
13. Sapna Manshani & Anjana Dubey (2017) STARTUP WOMEN IN STARTUP INDIA: A STUDY OF WOMEN ENTREPRENEURS IN INDIA International Journal of Business and General Management Vol. 6, Issue 4, Jun - Jul 2017; 91-100
14. Viinikainen, J., Heineck, G., Böckerman, P., Hintsanen, M., Raitakari, O., & Pehkonen, J. (2017). Born entrepreneurs? Adolescents' personality characteristics and entrepreneurship in adulthood. Journal of Business Venturing Insights, 8, 9–12
15. <https://www.startupindia.gov.in/>
16. <https://www.startupindia.gov.in/content/sih/en/government-schemes.html>